



**Boomerang  
Ideas**

# **Social Media Survey Results**

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**Survey 237 – November 2019**

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# Ich bin mit dem Ausgang der Wahlen zufrieden...

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- 1) Ja
- 2) Nein

Ich bin mit dem  
Ausgang der Wahlen  
zufrieden...



CH-social media users aged  
13-64 say:

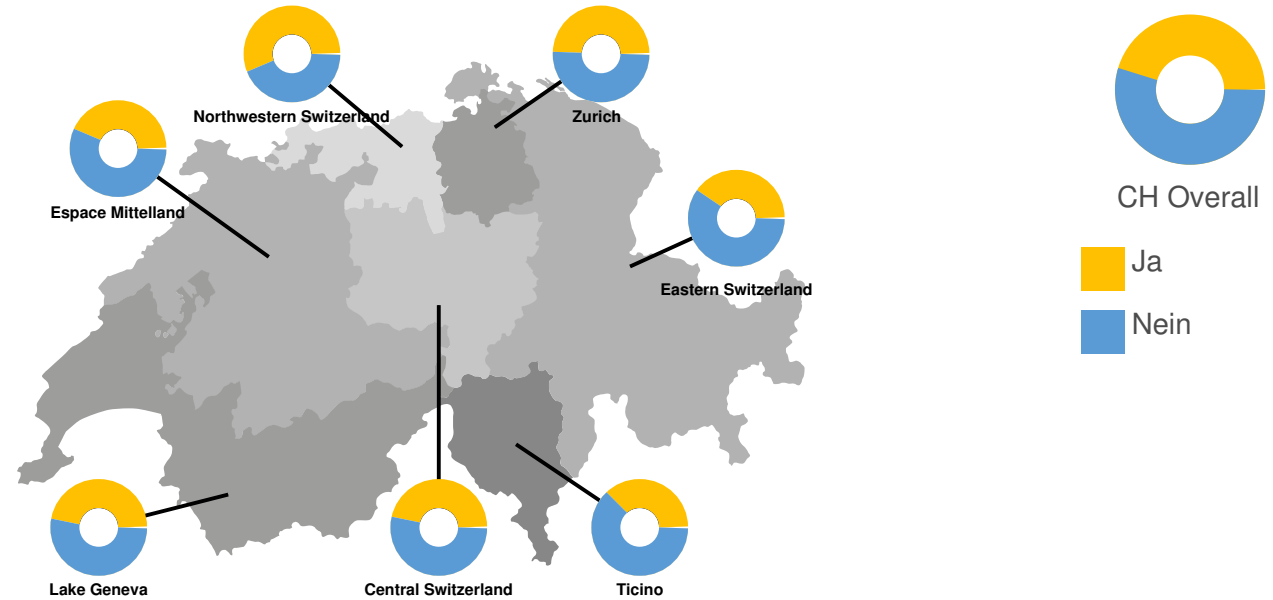


46.1%  
Ja



53.9%  
Nein

## Answers by Swiss 7 Greater Regions



## Method & Results

- Quantitative survey with standardized data collection based on social media posts in German, French, Italian
- Surveyed were Facebook and Instagram users from Switzerland of all genders between the ages of 13 and 64 years
- Representative weighting by geography, gender and age group of the population (source: ground-truth data from the statistical office).
- n = 742

	n	Ja	Nein
13-17	126	46.0%	54.0%
18-24	163	47.2%	52.8%
25-34	106	53.8%	46.2%
35-44	104	51.9%	48.1%
45-54	113	46.9%	53.1%
55-64	130	33.1%	66.9%

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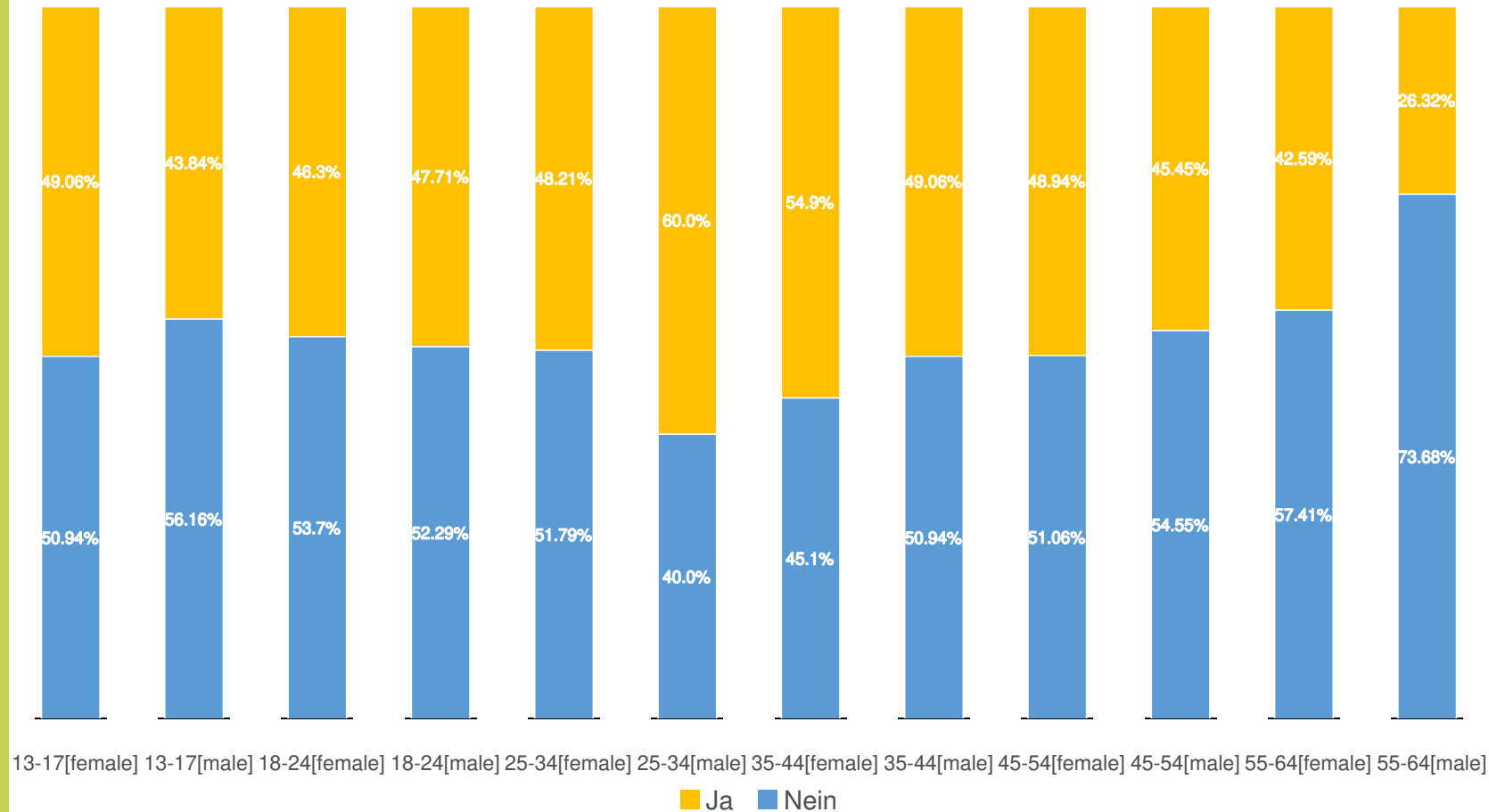


**46.1%**  
Ja



**53.9%**  
Nein

## Distribution by Age and Gender



# Results and Voices From the Different Age Groups (1/2)

## Lake Geneva

■ 49.1% – Ja  
■ 50.9% – Nein

“Si tu penses à ce qui est écrit sur la route c'est écrit "20" et no..”  
*Male, 13-17, Lake Geneva*

“J'ai pas compris”  
*Male, 13-17, Lake Geneva*

## Northwestern Switzerland

■ 57.1% – Ja  
■ 42.9% – Nein

“Oui”  
“Was wurde denn gewählt?”  
*Male, 25-34, Northwestern Switzerland*

“ 😊 ”  
*Male, 55-64, Northwestern Switzerland*

## Espace Mittelland

■ 43.6% – Ja  
■ 56.4% – Nein

“22222222222222222222”  
*Male, 55-64, Espace Mittelland*

## Zurich

■ 50.7% – Ja  
■ 49.4% – Nein

There are no comments for this group.

■ Ja ■ Nein

# Results and Voices From the Different Age Groups (2/2)

## Eastern Switzerland

■ 40.5% – Ja  
■ 59.5% – Nein

“2 Nein”

*Female, 13-17, Eastern Switzerland*

“Meee svp”

*Male, 13-17, Eastern Switzerland*

## Ticino

■ 37.7% – Ja  
■ 62.3% – Nein

“Ich bin sehr unzufrieden!!!!Die Grünen hätten keinen einzigen Sitz g..”

“No!”

*Male, 45-54, Ticino*

“Povera Svizzera”

*Male, 55-64, Ticino*

## Central Switzerland

■ 46.7% – Ja  
■ 53.3% – Nein

“welche Wahlen? 😊”

*Male, 13-17, Central Switzerland*

“Welche Wahlen?”

*Male, 13-17, Central Switzerland*

“Nein, immer noch zu rechts 😞”

*Male, 55-64, Central Switzerland*

■ Ja ■ Nein

# Metrics

## Boomerang Metrics

- Audience Size (population): **3.8M**  
(users from Switzerland, f/m, DE/FR/IT, on Facebook and Instagram between 13-64 years)
- Respondents (n): **2**
- Survey-duration: **28.10.-4.11.19**